How to Post on
`http://thedishonscience.stanford.edu/`

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1 SUMMARY

Before submitting an article to the Editor, please follow the following steps:

1. Fill out the post information Excel sheet. See Section 4.1 for more information.

2. Copy and paste the article text into Stackedit (`https://stackedit.io/editor`) and make sure that it looks correct when interpreted as Markdown, see Section 4.2 for more information.

   - Make sure references and external links are hyperlinked properly.
   - Make sure that your figures appear where you want them to be.
   - Make sure you follow all conventions in Section 4.2.3.

3. Make a main folder for your blog post. Give it the same name as what you put in the "URL" field of the Excel document.

4. Save your post from Stackedit as `post.md` in this folder.

   - To export from Stackedit, click on the hashtag in the top left corner, select "Export to Disk" and click on "As Markdown".

5. Save all your images in a subfolder called `images`. Make sure that the image name matches the link in the `post.md` Markdown file.

6. Put your post information Excel document into the folder, zip it, and email to the editor for review.

2 WHAT CAN GO IN MY ARTICLE?

The Dish on Science is a Stanford graduate student blogging group. As a Stanford graduate student group, we must adhere to Stanford's "Computer and Network Usage Policy". In short, this means that in your official writing for the Dish:

1. DO NOT expose anyone's online identity.

2. DO NOT use The Dish to advocate for yourself or a business you know, even in passing.

3. DO NOT explicitly advocate for any political group.

4. DO NOT violate copyright law (see Section 3 below for details).

As long as you keep to the simplified guidelines above and maintain a professional tone, we should not have any problems. If in doubt, however, consult the full university policy at `https://adminguide.stanford.edu/chapter-6/subchapter-2/policy-6-2-1`.

3 COPYRIGHT LAW

This is fairly easy to summarize. If you didn't make it, and it is not both from a credible source and explicitly marked as free for reuse, then you have to ask the person that owns it for permission to use it. Don't assume that something marked free for reuse at `sketchy.illegalwebsite.wut` is actually legitimately free for reuse. Besides saying explicitly somewhere that you're free to reproduce it, the most common way a content creator will give you legal rights to reuse something is to mark it as being under a Creative Commons license or as being "public domain".

In particular, this means that if you want to reproduce a figure from a journal, you invariably **must** ask permission from the copyright holder. This is usually the journal, but you can find out for sure by searching either the PDF or the webpage of the article for a Copyright notice for the article and seeing who the copyright is assigned to. Do not mistake the article being available from a separate site as meaning that it is okay to steal pictures from it. Many good, well-meaning blogs have been sued for exactly this practice.

As an important aside, realize that this document is not legally binding in any way and its author is not a lawyer, so please use your own best judgement as necessary to obey all relevant laws and regulations.

4 HOW TO FORMAT A POST

The Dish's website is maintained by the Website Administrator, and the Editor in Chief is in charge of managing timely submission of articles to the site, per their duties as outlined in the constitution. A large part of the uploading is automated to both ensure consistency of design across the site and to minimize the extra work that has to be done by the Editor. As such, we ask that all posts follow the following format *exactly*.

A minimal, correct example article as the Editor will expect to recieve it can be found at `http://thedishonscience.stanford.edu/documents/minimal-example`. A analagous post that leverages all optional features of the website that are available without special requests can be found at `http://thedishonscience.stanford.edu/documents/maximal-example`. In places where this document is ambiguous, these examples should serve as an official reference.

For an article with desired URL `http://thedishonscience.stanford.edu/posts/post-name-url`, the folder structure in Figure 4.1 is required. The editor will expect to recieve a single file, `post-url-name.zip`, with the entire contents of `post-url-name` folder.

```
post-url-name
├── images
│   ├── image1.png
│   ├── image2.svg
│   ├── ...
├── post.md
├── post_info.xlsx
```
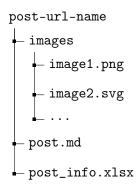
Figure 4.1: Post folder structure guidelines.

The `post_info.xlsx` and `post.md` files must have **exactly those names**. The image files can be called anything, as long as they're correctly linked to in the article, but the folder containing them must be called `images`. See Section 4.2.2 for how to correctly link to your images.

For advanced users only: for full control of the article using custom HTML, CSS, or JavaScript, simply include a your own `post.html` in the top level `post-url-name` directory. This will prevent the server from attempting to compile one for you from `post.md`. You may assume that the webserver has read-only access to arbitrary subdirectories of your post directory.

4.1 HOW TO FILL IN POST_INFO.XLSX

Please see the examples mentioned above for how to fill in the file. If any field does not apply to your article, please *leave it blank*. **Do not** put extraneous "N/A" marks in cells that you do not use.

All image links should be made relative to the article directory. More explicitly, please use "./images/**image-file-name.png**" filling in the correct filename and extension (`.svg`, `.jpg`, etc.) each time a link to an image file is required.

The required fields are:

- *Post Title*: Must be below 200 characters.

- *Post URL*: Must be below 200 characters. Must be all lowercase letters and words should

be separated by single hyphens (i.e. the "-" character, ASCII character `0x2D`). Do not use spaces in the post URL.

- *5x2 (WxH) Image File Name* : A link to the main image that will be displayed alongside links to the article and at the top of the article. This image will look best if made with an aspect ratio of 5:2 width to height, at least 300px of height, and at least 800px of width. A stock example can be found at `http://thedishonscience.stanford.edu/images/placeholder-5to2.jpg`.

- *Post "Blurb"* : A short, sub-sentence-long description of what the article is about. If you want your article to have a subtitle, this is the most appropriate place. This can be at most 100 characters including spaces.

- *Post Description* : A short paragraph that will be displayed beneath your article's image when listing articles. This should be your call to action, and after reading this, a visitor to the site should want to click on your article to read more. The text "(Click to read more…)" will be automatically included after this description, so do not include it yourself. This can be at most 500 characters including spaces. Shorter is usually better.

- *Team Name*: The official url of the team or teams that have edited the post. For example, this might be "biochemistry-and-bioinformatics" or "general-biology", but **not** "Biochemistry / Bioinformatics" or "Biology (General)". You can find your teams official URL by navigating to your team's page on `http://thedishonscience.stanford.edu/` and copying the part of the URL that comes after `/topics/`.

The following (optional) fields are also allowed.

- *Author information*:
    - *Author name*: Please use your full legal name to make this consistent. If you submit one article as "Bob Caldwell" and another as "Bobby Caldwell", there will be no way for the web server to know that these should be assigned to the same person. If this field is omitted, the group name will be used as a stand in for the author name.
    - *Author nickname* : One per author. This will be the name that is actually displayed on the site next to your (optional) picture. It can be different for each article you write if you wish.
    - *Author headshot* : This will be a link to the picture that will display next to your name. You can provide an image with your article and link to that file name inside the "`./images`" folder, or leave blank for a picture of a cute animal.

- *Illustrator information* : Same as the "author" fields, but for the illustrator.

- *2x1 (WxH) Image File Name* : A link to a cropped version of the post image that will be used when the post is displayed on the left sidebar. This image must have an aspect ratio 2:1 of width:height or it will be ignored by the server. If it is not less than 200px in height, it will be downsampled. If this is not included, it will automagically be generated from

the "5x2 (WxH) Image File Name". It will likely look bad. The website author takes no responsibility for how ridiculous the cropped image looks if you don't crop it yourself. A stock example can be found at `http://thedishonscience.stanford.edu/images/placeholder-2to1.jpg`.

- *1x1 (WxH) Image File Name (Thumbnail)*: A link to a cropped version of the post image that can be used as a thumbnail for the post. This image must have an aspect ratio of 1:1 or it will be ignored. If it is larger than 50px in height, it will be downsampled. A stock example can be found at `http://thedishonscience.stanford.edu/images/placeholder-1to1.jpg`.

4.2 How to Make `post.md`

4.2.1 Basic Markdown

Each group is free to (and should) use whatever format (e.g. Word, Google Docs, plain text, LaTeX+git) makes it easiest for your groups to get the articles written and reviewed. When it comes time for you to submit, however, the process of making the article look like you want it to on the webpage will require that you use a web-friendly format. In order to minimize the amount of work this will take both for the authors and the editor, we will use "Markdown" syntax to specify the article's formatting.

The best way to explain how it works is to simply point you to a cheat sheet that shows you how to do everything you could possibly want, from italics and bolding to tables, links and images:

`https://github.com/adam-p/markdown-here/wiki/Markdown-Cheatsheet`

Here's a site that lets you type in Markdown and shows you what it would look like on the web, with some built in examples.

`https://stackedit.io/editor`

In practice, the only thing to keep in mind is that you'll need to put two newlines (i.e. hit enter twice) every time you want to start a new paragraph, and everything else can be looked up easily on the cheatsheet.

Various people have found that a relatively efficient way to get the article formatted is to just copy/paste from Word into StackEdit and fix the few problems that appear. More advanced users might want to try using an automatic conversion tool like Pandoc or the "Writage" plugin.

4.2.2 Images

In order to get an image in your article, simply include it in the `"images"` subfolder of your post as demonstrated in Figure 4.1. Then, the usual syntax for including a picture in a Markdown document should work using the relative file path (i.e. starting with ".`/images/`").

For example, to create a link to "`image1.png`" in the example in Figure 4.1, one would, inside of `post.md`, use the syntax

```
![alt text](./images/image1.png "hover text")
```

The text "`alt text`" will then appear as a stand-in if the image fails to load or loads too slowly, and the text "`hover text`" will appear if the reader hovers their mouse over the image.

When composing the article, it might be helpful to use an external tool like StackEdit to view your article as you type. If you want to also see your images to get a rough idea of how they will appear in the article, you have to provide a valid link to the file such that the program that you're using can find the image. For example, when using StackEdit, the easiest solution is to upload the images to an online file sharing program like Dropbox and use the dropbox link instead of `./images/image1.png` in the example above while you're writing the article. Just make sure that the version of the Markdown file that you submit to the editor has the links formatted as in the example above.

Finally, remember that on the web, portable formats are king. Vectorized graphics are especially nice to have. In rough order of decreasing preference, please use one SVG, PNG, or JPG/JPEG formatted files. If you have a graphic in another format, for example from illustrator/inkscape, photoshop/gimp, or powerpoint (shame on you!) then please convert it to one of the three above formats.

For advanced users only: Please export your graphic in the format that optimizes file size while preserving image quality when viewed across 6 inches of screen (width). Use any web-friendly format.

4.2.3 CONVENTIONS

1. Include neither the title of the article nor the authors' nor illustrators' names in the `post.md` file. They will be included authomatically by the website.

2. All section titles should use "level 3" headers, i.e. lines with section titles should start with three "#" characters in the `post.md` file. For each level of sub-section, add another "#" character. See the cheatsheet under "headers" for more details.

3. References should be in Science format, and each reference in the article to the citation should link to it in the citation section, and the citation should link to the article's page if available.

4. Figures should be included by simply including the image, leaving blank link, and bolding the text of the caption.

5. For an example of how to include footnotes, see Rohan's article at `http://thedishonscience.stanford.edu/posts/discovering-the-perils-of-smoking/` and the associated markdown file at `http://thedishonscience.stanford.edu/documents/existing-posts/discovering-the-perils-of-smoking/post.md`.